



PLANNING & ZONING REPORT

Liquor and Tobacco Advisory Board Meeting of February 15, 2022

File #22-LTAB-002

APPLICANT: Ellida Lodge Home Association dba Ellida Lodge Home Association

LOCATION: 1201 Sandy Hollow Rd.

REQUESTED ACTION: The sale of liquor by the drink in conjunction with a social club and video gaming in a C-3 General Commercial District

EXISTING USE: Vacant building

PROPOSED USE: Social club

DIMENSIONS: See attached Exhibit D.

ADJACENT ZONING AND LAND USES:

NORTH:	R-1;	Auto Sales, Single-family residences
EAST:	C-3;	Thai Hut Restaurant, parking lot
SOUTH:	C-3;	Vacant commercial building and parking lot
WEST:	C-3;	Multi-tenant retail center

YEAR 2020 PLAN: C Commercial Retail

HISTORY: **File #017-LTAB-010:** The sale of liquor by the drink in conjunction with a restaurant and video gaming in a C-3, General Commercial Zoning District was approved on May 1, 2017 for the subject property.

File #09-LAB-018: The sale of alcohol by the drink in conjunction with a restaurant in a C-3, Commercial General District was approved on January 4, 2010 for the subject property.

File #015-02: Modification of Special Use Permit #118-01 for a restaurant and bar with liquor sales by the drink and a Variation to reduce the required parking by 25% for a restaurant with liquor sales by the drink in a C-3, Commercial General District was approved on April 22, 2002 for the subject property.

File #118-01: A Special Use Permit for a restaurant and bar with liquor sales by the drink in a C-3, Commercial General District was approved on January 7, 2002 for the subject property.

REVIEW COMMENTS: The Applicant is requesting the sale of liquor by the drink in conjunction with a social club and video gaming in a C-3 General Commercial District. The property is located south of Sandy Hollow Road within the Southgate Shopping Center.

The subject property was constructed as Ponderosa Restaurant in 1974. Since the original construction, the property has been a number of different

restaurants. The Applicant recently purchased the property to move their existing social club on 5th Avenue to this location. The Applicant would be operating as an existing private social club but would not be open to the public. The club would be available to members only. Because this would be a new business at this location, a new liquor license must be reviewed by the Liquor and Tobacco Advisory Board.

As part of the review, it is required by the Applicant to submit a completed liquor license application, security plan if applicable and a business plan. Additional items are presented for the use approval regarding the site and intended business.

Exhibit D is the map identifying businesses with a liquor license. The yellow dots identify the sale of beer and wine by the drink. The green dot is for a full liquor license for the sale of liquor by the drink. The red dot is for packaged liquor sales. The large star is the subject property.

Exhibit E is the aerial showing the layout of the building and parking lot. Exhibit F is part of a survey of the property. This is an outlot to the former Kmart shopping center. The property does not have a recorded plat with access easements that visibly run through the property or adjacent lots. The subject property does not have direct access to Sandy Hollow Road. However, there is access out to Sandy Hollow Road that lines up to Ninth Street and Bildahl Street with a signalized light as well as a drive on the east that leads to another access point on Sandy Hollow. The subject property has been vacant for a few years. The property was granted a Variation in parking in 2001 and has not had a problem with parking. The exhibit indicates that there are a total of 33 parking spaces.

Exhibit G is the existing floor plan. The building has a kitchen area with storage. A bar area is located within the middle of the building with booths and tables surrounding this area. The seating is not clearly identified and the video gaming terminals are not shown.

Exhibit H is the business plan provided by the Applicant. The business plan only indicates that the business will operate as it currently exists and it is a nonprofit organization.

Exhibit I is the security plan. The property will be monitored by video. The social club is limited to members only. Members are expected to adhere to membership standards and no disorderly conduct will be tolerated.

Exhibit J is the service calls for the last two years January 26, 2020 to January 26, 2022. There were a total of two (2) calls. The reported offenses range from 911 Cellular Hang Up to Central Reporting Unit-DPR.

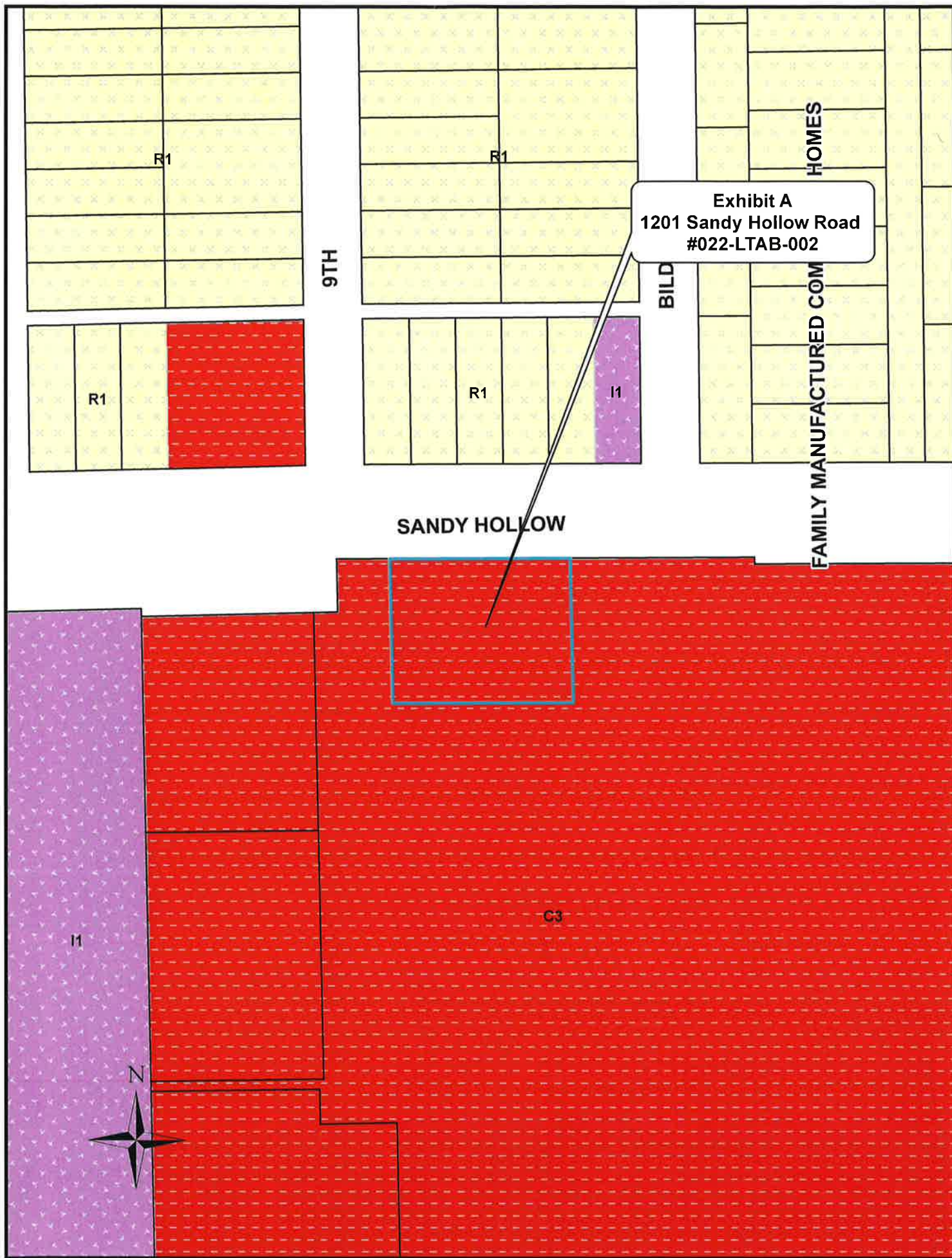
Upon inspection of the property, Staff found that the property had several different patches of paint throughout the exterior of the building. Staff feels that the building should be consistent in color. The dumpster enclosure is also missing the gate, which will need to be installed, and the permanent wall must be painted. Additionally, the property could be improved with additional green areas and landscape units. This could help traffic flow and stormwater runoff.

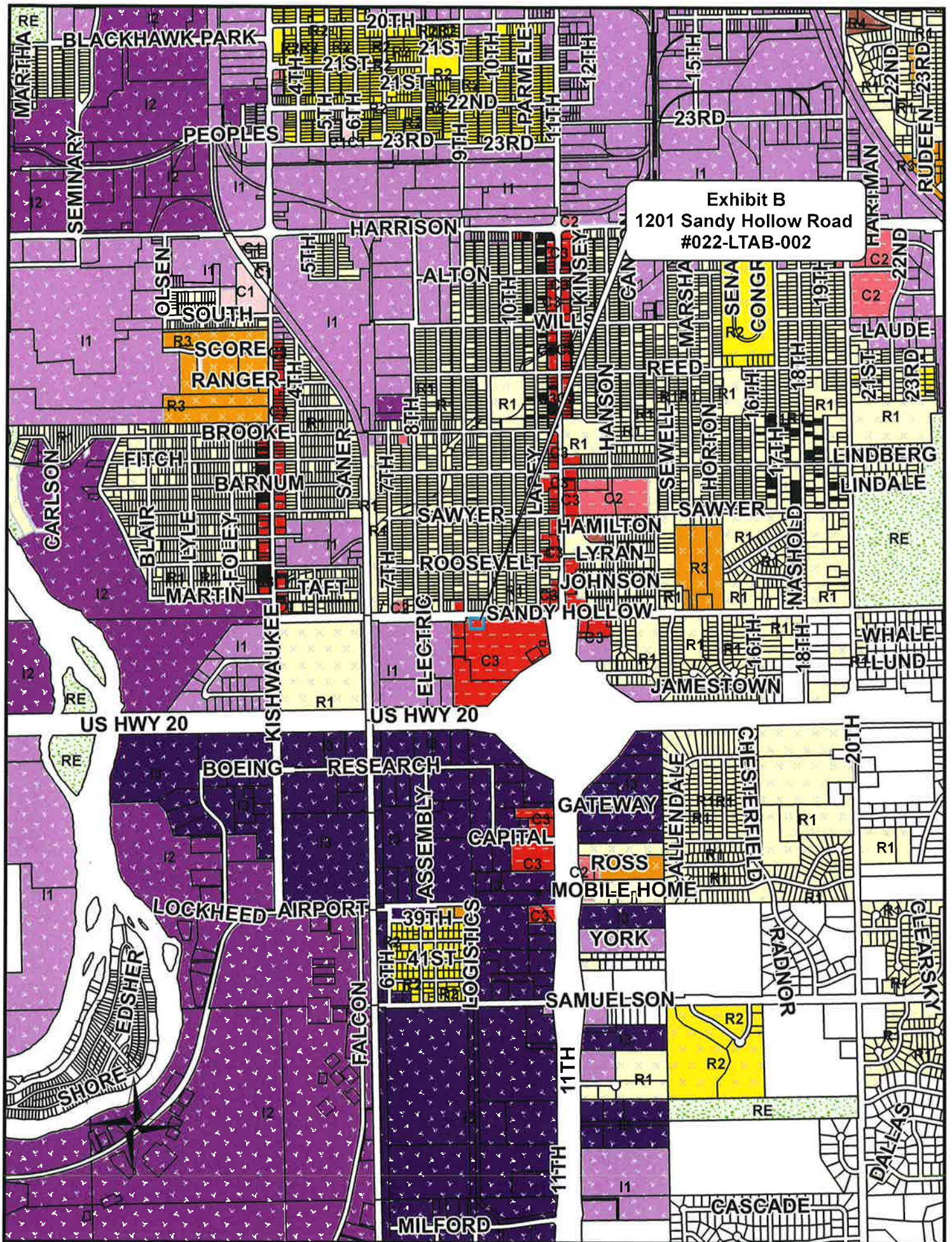
The Applicant is moving the location of an existing club with liquor and gaming to a new location. The Applicant's request would be consistent with the existing establishment on 5th Avenue. Therefore, Staff supports this request subject to conditions.

RECOMMENDATION: Staff recommends **APPROVAL** of the sale of liquor by the drink in conjunction with a restaurant and video gaming in a C-3 General Commercial District, subject to the conditions below:

1. Must meet all Applicable Building and Fire codes.
2. Compliance with all City of Rockford Code of Ordinances including the Liquor Code.
3. Hours of operation are limited to comply with the Liquor Code.
4. The use shall not have a cover charge, dance floor or DJs.
5. The use shall not operate as a nightclub.
6. Submittal of a landscape plan for staff's review and approval and installation by June 1, 2022.
7. The dumpster enclosure must have a gate and the applicant must obtain a permit to install the gate and paint the permanent wall by June 1, 2022.
8. The building exterior must be painted to be consistent in color.
9. Submittal of an interior floor plan showing the proposed locating for video gaming terminals and seating.
10. The sale of alcohol shall be limited to the submitted plans.
11. The proposed use and facility shall be limited to four (4) video gaming terminals.
12. The windows shall not be covered with bars or other devices that block the windows.
13. Any pending general ordinance case(s) must be resolved prior to issuance of the license.
14. All outstanding general ordinance fines must be paid prior to the issuance of the license.
15. All conditions must be met prior to establishment of use.

SC:BM
02/04/2022





SANDY HOLLOW

Exhibit C
1201 Sandy Hollow Road
#022-LTAB-002

9TH

BILD

HOMES

FAMILY MANUFACTURED COM

1201 Sandy Hollow Road - Ellida Lodge Home Association

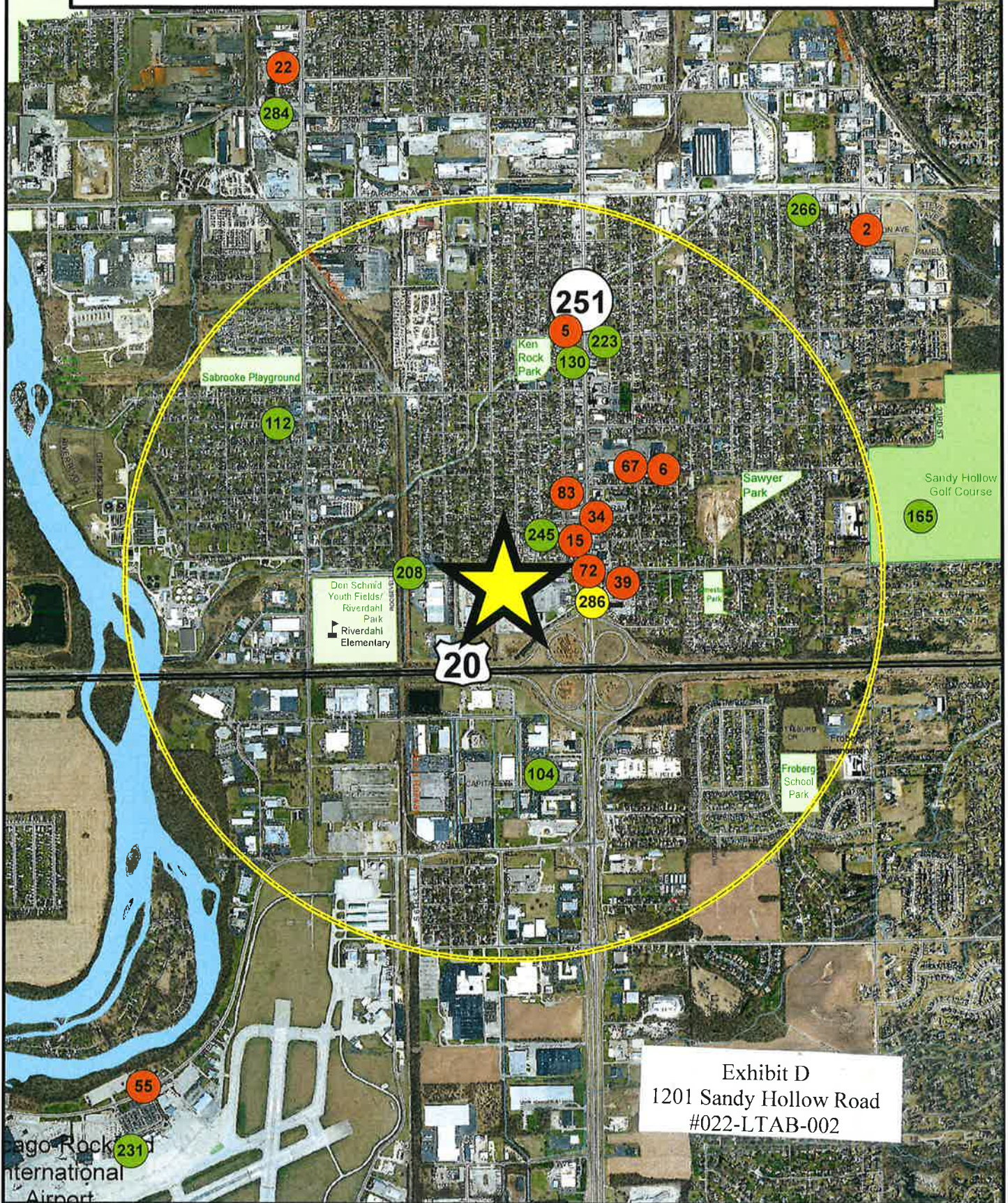


Exhibit D
1201 Sandy Hollow Road
#022-LTAB-002

- Key**
- College/University
 - School (K-12)
 - City/Village Hall
 - Parks
 - Forest Preserves
 - Sale by the Drink (Beer and Wine)
 - Sale by the Drink (Full Liquor)
 - Package Liquor Sales

CITY OF ROCKFORD, ILLINOIS

LIQUOR LICENSE LOCATIONS 3/2/2020

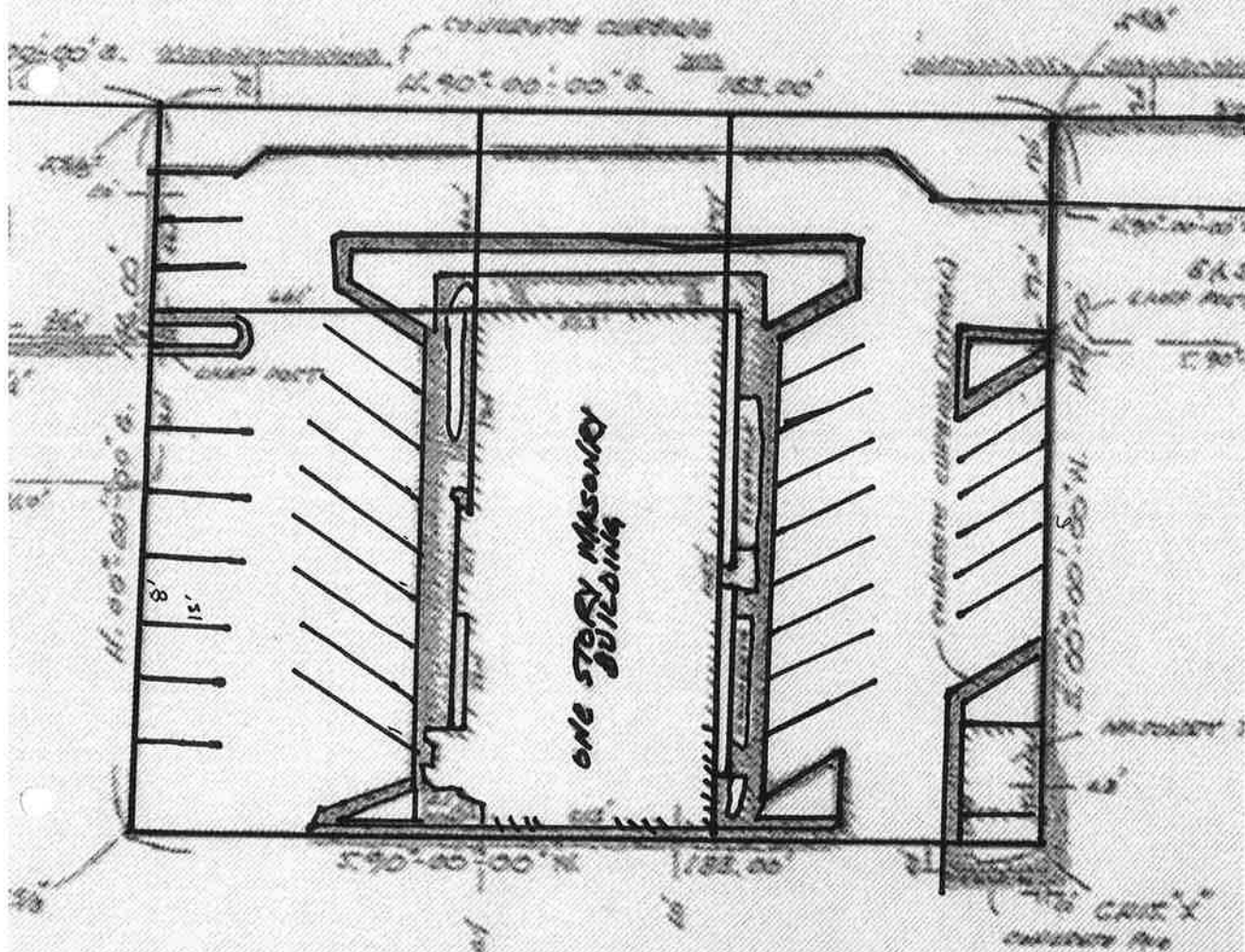
2021





EASTN LINE S.W. 1/4 SEC. 12, T. 43 N., R. 1 E., S. 2

SANDY HOLLOW ROAD



There are 33 parking spaces 8' x 13'

Exhibit F
1201 Sandy Hollow Road
#022-LTAB-002

[illegible]

BOOTH SEAT 4

1201 SAWYER Hollow Rd 1031

City of Rockford

RECEIVED

JAN 07 2021

Business plan for Ellida Lodge Home Association
1201 Sandy Hollow Rd
Rockford IL 61109

CITY OF ROCKFORD
LEGAL DEPARTMENT

The purpose of this Association are for charitable, benevolent, civic athletic and patriotic purposes.

This organization is organized exclusively for charitable, benevolent, civic, and [patriotic purposes as a nonprofit association, and it's activities shall be conducted for the aforesaid purposes in such a manner that no part of its net earnings will accrue to the benefit of any member, director, officer or individual. It shall not be its purpose to engage in carrying on propaganda or otherwise attempting to influence legislation. It shall be non-political in its character.

Exhibit H
1201 Sandy Hollow Road
#022-LTAB-002

#7

Security plan for Ellida Lodge Home Association

We have not had a need for security personnel.

The premises will be monitored by Video Surveillance both inside and out by an Independent security Company . We do not enforce a dress code other than appropriate clothing.

Disorderly Conduct will not be tolerated in or around the premises.

We are a social club and expect our members to behave in an appropriate manner, anyone not adhering to our standards membership will be revoked.

All emergency responding numbers will be widely available.

Exhibit I
1201 Sandy Hollow Road
#022-LTAB-002

Call Number	Event Date	Location	Situation Reported
22-000217	2022-01-01T02:36:38	1201 Sandy Hollow Rd	911 CELLULAR HANG UP
21-229185	2021-10-21T11:25:13	1201 Sandy Hollow Rd	CRU

Exhibit J
1201 Sandy Hollow Road
#022-LTAB-002